



Digital
Marketing
Institute

PAID SEARCH (PPC) WITH GOOGLE ADS

Study Notes

PAID SEARCH (PPC) WITH GOOGLE ADS

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LESSON 1: FUNDAMENTALS OF PAID SEARCH

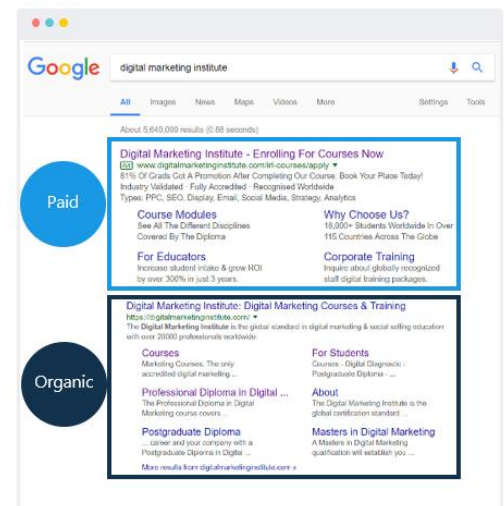
PAID VERSUS ORGANIC SEARCH

What is paid search?

Paid search is an inbound advertising channel that matches searcher intent with relevant ads intended to meet consumer needs. It is advertising within the search results of a search engine. Essentially, you're putting your ad on the search engine in front of people who are actively looking for it. And that word *active* is really important. We'll explore how user intent is the fundamental differentiator for search advertising, and how we can use it to leverage business objectives.

Search formats

Let's look at search as a whole. Now, search as a whole incorporates paid search and organic search or SEO. They look quite similar. There are a lot of similarities across things like site links, clickable headlines and different things like that. But there is a fundamental difference on the backend to how they're actually deployed.

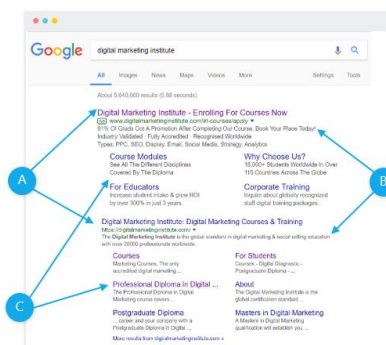


Here, you can see that the search ad appears at the top. Generally, the search ads always appear above the natural listings or the organic listings, because from a search engine's perspective, they want to drive more traffic to clicks that they will ultimately get paid for. So search ads tend to be above the organic listings, but there are some other differentiators, which we'll explore later.

Similarities between paid and search

There are a lot of similarities between paid search and organic search.

- A. Clickable headline
- B. Non-clickable body copy
- C. Clickable site links



Both have headlines that are clickable, and both have site links. These are the links just below the ad, or indeed the organic copy, that contain a little snippet of information that will drive us deeper into the site, and they both contain descriptions, or meta descriptions as they are known in SEO.

So there are similarities but there are differentiators too. If you look closely at that search ad, you can see, at the very top there, you can see a little tiny icon on the top left hand corner that says ad, that in itself just indicates that it's an ad.

And there are other enhancements around phone numbers, around different rich snippets and other site links and ad extensions that will also differentiate it. Now we're going to go through all of that later. And as you become more familiar with the features of search advertising, it will be like second nature to you, to be able to pick out the difference in search and in the organic world and the paid search world.

Differences between paid and organic search

There are some key differences between the two search types.

Traffic

With paid search advertising you're obviously paying for the traffic. So it's built on what's called a PPC model, or CPC model, which is a pay per click or cost per click as other people call it. Sometimes people refer to paid search as PPC. And PPC, it's become a synonym for paid search. So even though it is actually the pricing model, it is also another word for paid search.

Speed

In terms of speed and accuracy, we do find that because paid search is a more instantaneous medium, you can get up to the very top of Google or Yahoo or Bing, or whatever engine you're actually operating on far quicker than your organic optimization, which is really about driving content and links and website development. It can be a less controlled process than with paid search which is pretty much telling Google, "I want these keywords, this ad copy, and I want to appear in position one, and I'm willing to pay for it." So while there are differences and similarities between the two, I suppose the biggest and most obvious difference is the speed by which paid search kind of trumps the organic world, and that is really the key differentiator between the two.

Though they do serve different aspects of the consumer funnel, which we'll go into later, speed is something you should always have in the back your mind when considering promotions and different things like that. Bear this in mind when deciding whether you should deploy an organic strategy or whether you should deploy a paid search strategy, or indeed how the two can work together. And

remember, they can work together very effectively to deliver amplified results across the marketing mix.

Strategic considerations

What are the key strategic considerations?

Fill gaps

Filling gaps with your organic results is a key facet of search marketing. You can very quickly understand what searches are not being served within the organic world or indeed being served on pages far lower than users are actually seeing.

So if there's a particular keyword or type of keyword that you want to serve on, you can very quickly fill that with paid search whereas with organic, it can take time to rank, to index, and to build the content, and the domain authority to drive the, I suppose, sufficient rank to get significant traffic for that keyword. So paid search can just fill the gaps left by organic search.

Visibility

If you are ranking too low with your organic, you can push it up by paying for it with paid search. And that will just push you up higher and higher and higher. And it's a basic human factor that people don't scroll beyond maybe page one or two on the results page. They want the result there and then. And those who are willing to pay for it will get the majority of the eyeballs, will get the majority of the clicks, and ultimately, the majority of that qualified traffic with users intending to take action which is the most valuable thing around search.

Access to market

People are actively looking for the product. They're out there and they're thinking, "I have a need state. I need that resolved. If I go to a search engine and do a particular search, that will give me the answer." And we've certainly got access to a market that are looking for our product.

Device preference

More and more people are using their phones to search online and what they want is to find that answer now. The first result they will see on a mobile device will be the paid search result. And because of human nature, they are less likely to scroll very far down the page on their phone to where the organic results are. So, if you know that your consumer is a highly mobile-focused consumer then you need to be using paid search.

SEARCH ENGINES

Purchase-decision cycle

This is the cornerstone of all marketing. Always start with your consumer and look at their consumer behavior or purchase-decision cycle:

1. The consumer identifies a need or a want.
2. They search for solutions.
3. They evaluate the alternatives.
4. They decide to purchase.

5. They purchase.
6. They do a post-purchase evaluation.

Search behavior features in stages 2-6 of the purchase cycle, making it a highly effective channel to tie in with naturalized purchase decision-making. This is why search marketing is absolutely fundamental to the buyer process; in the modern age, people use search engines for their research to effectively dive into their consumer/buyer journey.

Evolution of Google Ads

Search marketing has developed over time to be more and more efficient at driving the consumer's behavior or purchase-decision cycle.

Let's look at the evolution of Google Ads. PPC began in the early 2000s with Google AdWords as search engines became popular and as user habits, technology, and business developed online. As time passed, more and more features were added to AdWords to encompass things like better search experiences, eCommerce functionality, display banners, Gmail Ads, and YouTube advertising. Then in July 2018 it was renamed 'Google Ads'. Also, just to note, some people still call it AdWords, so Google Ads and AdWords are two names for the same thing. Google Ads has become the standard for paid search platforms globally so if you can use Google Ads, you'll be able to use any of the PPC tools available.

- **2000:** AdWords Launched – AdWords was launched on the October 2, 2000. Priced as CPM.
- **2003:** Content Network Launched – Google launches AdSense and the early stages of the Google Display Network.
- **2005:** Quality Score and GA Integration Launched – Quality Score introduced to determine minimum bids. Google Analytics integrated with AdWords.
- **2008:** Search Keyword Tool Launched – Google introduces automated keyword research to help advertisers grow their accounts with ease.
- **2009:** Site Link Extensions Launched – Allowed users to add additional links below search ads to increase click-throughs.
- **2010:** Phone Extensions Launched – Recognizing the increase in mobile search, searchers can now call businesses directly from AdWords Ads. / Remarketing Launched – Now advertisers can create audience lists and serve ads back to people who have visited their site before.
- **2014:** Location Extensions Launched – Link AdWords to My Business (maps) to physical locations for businesses.
- **2015:** Gmail Ads Launched – Target users with ads directly in Gmail.
- **2016:** Removal of Right-Hand-Side Search Ads – Removal of right-hand-side search ad units increases the number of top ads to a max of 4 and 3 below organic search as mobile search dominates. / Expanded Text Ads Launched – Biggest change to search ads in 15 years; now features two headlines, free-form body copy, and URL paths.
- **2017:** AdWords Beta Interface Launched – Significant update to AdWords interface launched globally.
- **2018:** Google Ads Launched – Tool was rebranded as Google Ads in July 2018.

Although new features have been added to enrich the advertising formats on Google, ultimately, paid search still consists of just three main elements: keywords, ads, and landing pages.

BENEFITS OF PAID SEARCH

Key benefits

What are the key benefits of paid search?

- **Relevance:** It's relevant to what the person is looking for. Can you resolve the need state? Can you give them the product, service that they desire at that particular moment?
- **Timing:** We've talked about the timeliness and the ability to, I suppose, very quickly adapt and change, whether it's keyword lists, ad copy or how much you want to spend each day.
- **Qualified visitor:** The qualified visitor is something that should always be in your head when we're doing any kind of search activity, because they're coming to you. It's not like you're putting an ad out there and the consumer decides to engage with it or not. They're actually coming to you, so they're a qualified visitor. They're saying, "I'm interested," and all you have to do is deliver on the promise that your search ad is saying on your website.
- **Control:** You have the control, of course, to change your landing page, to change your website, to change your ad copy, to change in which you want to spend to change the keywords and all of the different moving parts within a search campaign. So, that kind of control, again, it's instantaneous in many ways.
- **Measurability:** The metrics that are associated with search, gives you the accountability that you spent X, you got Y, and that kind of measurement brings it alive, and that measurement justifies the investment. It justifies the investment in time and resource and media spent. And it just allows you to build on what you've done in the past to accelerate what you want to do in the future.
- **Accountability:** Precise measurement gives you accountability within your organization, that is, you spent X and you got Y, helping you justify the investment in time, resource, and money spent.
- **Visibility.** Your product, brand or services are highly visible at the top of the results page so you are front and center when potential customers are actively looking.
- **Mobile micro-moments:** Micro-moments are when you have an instant need state and search for answers on a mobile device.

CAMPAIGN ELEMENTS

PPC Elements

Keywords, ad copy, and landing pages are the three fundamental pieces of a PPC campaign. Always consider how these three items relate to each other to ensure your campaign is relevant to searcher intent.

- **Keywords:** These are the cornerstone of paid search advertising. Keywords refer to what people are looking for, and what questions they are asking Google.
- **Ads:** These are what users will see when they search on a search engine. Ads are how you, as a brand owner, respond.
- **Landing pages:** These are where the user lands after they click an ad. Landing pages are where those people go after you have given your response.

If you think of it like a conversation, people have asked something, you've responded, and you've brought them somewhere. This is the journey of search and how people behave with search engines.

To effectively align campaigns to searcher needs, marketers:

- Anticipate the questions that people are asking and choose these as keywords
- Write ads that answer these questions better than our competition
- Bring users to a landing page that we've created to allow them resolve a need

Keyword lists

Keywords are what your potential customers would input into a search engine to find your product or service. Keyword lists are the lists of keyword combinations that you would like your ad to appear in response to.

It's very important to consider whether consumers are looking for information, consideration, or conversion, and create your keyword lists around the type of search intent.

For example, if someone is researching, they will have different types of search queries than someone who is comparing options. And likewise, when someone is ready to purchase, they might have a purchase modifier like 'buy iPhone', 'book hotel', etc.

In other words, consumers may signal their intent through the keyword itself. These basic human traits are something that you can build into your keyword lists, and then ultimately drive forward with your groups and campaigns.

- **Search intent:** Consider creating lists around the type of search intent. Consider whether they're looking for information (Top of Funnel Searches), consideration (Middle of Funnel), or conversion or sales queries (Bottom of Funnel).
- **Exhaustive list of keywords:** It is important to have an exhaustive list of keywords that your target audience is likely to search for. This is essential for building coverage and ensuring your brand is visible for the most valuable searches in a buyer's journey.
- **Keyword functions:** It's also important to know the function of each keyword and assign budgets to each group of keywords, depending on the part they play in a conversation.
- **Negative keywords:** Use negative keywords to cut out unwanted searches, such as low conversation or high cost and bad brand associations.

Driving clicks from searchers with PPC

- Consider the need state of the searcher and how this can be addressed by your product. What do they want to hear about your product to make your product seem more appealing than the competition based on their need state?
- Include the keyword in the ad copy to increase perceived relevance to drive higher CTR. Consider offers and always include a CTA to direct their action towards your business objectives (conversions) post click.

Ad copy

If you think of a search query – which is what someone types into Google – as a question, the next thing we have in the journey is the response. The response itself is your ad copy.

So how do you write a good ad?

There are three things to focus on:

- The ad must be **Relevant** – containing the keywords the searcher used and be written in a way the searcher understands. They know what they're looking for.
- The ad copy must be **Attractive** – this could mean including an offer or a Unique Selling Proposition (USP) or what's called an Emotional Selling Proposition (ESP).
- The ad copy must be **Directional** – now that you've engaged the searcher's attention, you want to direct them towards what you want them to do next, perhaps to purchase something or download an eBook. What we use at this point is a CTA or call-to-action.

User search journey

The search journey begins when the user has a need or a want. They look for solutions, they've asked Google a question, you've responded with your ad, given the answer, and then the next stage is they're on your landing page.

Landing page

The landing page should deliver on the promise of the ad and resolve the user's need state. It also needs to be aligned to the ad copy. In other words, it needs to be relevant, attractive, and directional.

Good landing pages are related to what the searcher typed into Google, as well as the ad copy that they clicked. This increases the relevance of the search experience. If the relevance level is high, the searcher is more likely to engage with the page content.

If you include CTAs, you can direct the searcher to take action on your website. This can be in the form of buying a product, downloading a document, or filling out a contact form, for example.

You should take the entire search experience into account when choosing or designing landing pages for search campaigns.

Conversion rate optimization

Some elements of a landing page can be distilled into what is known as conversion rate optimization. Conversion rate optimization is a process whereby pages are designed to drive valuable actions based on how people interact with the page and what they are likely to do. It's about making it clear and easy for them to do the things they want to do on your page like purchase or make contact and so on.

This includes device optimization, where buttons are large on mobile-optimized sites so users can easily click them or the page might include striking colors to highlight a particular area or CTA on the page.

Google Ads takes into consideration how mobile-friendly your landing page is, such as whether it is responsive and designed with mobile in mind. This will ultimately affect your quality score for mobile traffic

NOTES

LESSON 2: CREATING A PAID SEARCH CAMPAIGN WITH GOOGLE ADS

GOOGLE ADS

What is Google Ads?

Google Ads is the advertising tool used to run ads on Google properties. It's most commonly associated with paid search. But advertisers can also turn and run:

- Display banners
- YouTube video ads
- Ads on Gmail
- E-commerce shopping campaigns

When you create a Gmail account, you can use the same login details you have for any other Google application.

You can use an existing Gmail address, but just bear in mind, it can cause problems if you already have this linked to another Google Ads account. So, try to keep your logins separate or possibly create a Google Ads Manager account.

To complete your Google Ad account setup, you'll also need to enter some details like the currency and the time zone of the business you want to advertise.

WALKTHROUGH: SETTING UP A GOOGLE ADS ACCOUNT

To create a basic Google Ads account:

- In the Google Ads setup area, click **Start now**
- Choose to **Switch to Expert Mode**, to have maximum control over your account
- Select a campaign goal
- Select a campaign type
- Click **Continue**

To create a Google Ads Manager account (where you can manage multiple Google Ads accounts):

- In **Advanced resources**, click **Create a manager account**
- Confirm your business information and click **Submit**
- Click **Explore your account**
- In the **Accounts** tab, create a new account or link existing accounts

ACCOUNT STRUCTURE

There are two main account types within Google Ads:

- **Standard account:** A standard account is an account that contains your campaigns, your keywords, and all the different aspects of Google Ads.
- **Manager account:** A manager account is an account above a standard account. It's free to set up but think of it like an agency account. So, if you are an advertising agency, you might

have a number of clients each of which will have its own standard account. And you can contain all of these within your manager account.

A **standard account** is a single, standalone Google Ads account for managing paid search campaigns. It's a really good idea to keep one account for each client. So, you can segment your product list or use your client list as you see fit within that manager account. For example, if you were a tourism company, you might have all of your hotels in one child account, and all of your B&Bs in another child account, all the way down through the list as you see fit. For large business to business organizations, you might create a different account for your different markets or product lines, so markets and business divisions can be managed separately and efficiently.

You can create keyword lists and organize these lists into Ad Groups. Ad Groups are simply what Google calls a list of keywords. You can write ads for each ad group or list of keywords. So back to the tourism company example - all of your London B&B keywords are gathered into a 'London B&B' keyword list or Ad Group with an ad that talks about booking a B&B in London. So, when someone searches for London B&Bs, they see an ad that says 'book a B&B in London', and the ad is relevant to what they are looking for.

Likewise, all of your Dubai hotel keywords can be gathered into a 'Dubai Hotel' Ad Group with ads that talk about booking a hotel in Dubai. This way, all of the keywords in your list will have an ad that is relevant to the keywords and searchers will know they're in the right place. No one wants to see an ad saying book a B&B in London if their flight is to Dubai!

The next step is to organize your Ad Groups or keyword lists into campaigns to help manage your PPC activity. An important feature of any digital marketing campaign is reporting, and in a standard account you can get reports on Performance on all account levels. These include campaign reports, ad group reports, keyword reports, and ad copy reports.

The second type of account, **the manager account**, is suited to advanced users, and to agencies and companies who have diverse product portfolios.

Some of the key features of a manager account include:

- You have a **single sign-in** to access all the Google Ads accounts you run, including other manager accounts. You can receive alerts to efficiently monitor all your linked accounts.
- You can search, navigate, and manage all of your accounts from a single, easy-to-read **dashboard**.
- You can create and manage **campaigns** for your managed accounts from within your manager account.
- Easily compare **performance** across all accounts and run reports for multiple accounts at once.
- Use consolidated **billing** to get just one, simple monthly invoice for all of your managed accounts.
- Quickly create and **link** Google Ads accounts from within your manager account.
- A manager account is especially useful for agencies with **multiple** clients or companies with different product lines or territories that might require separate Google Ads accounts for each.

ACCOUNT ELEMENTS

It cannot be emphasized enough, keywords are the 'key' or foundation to any successful paid search campaign. When you understand what people are searching for, only then can you hope to catch their attention and pull them in towards your product or service through a clickable ad.

A **keyword list** is the list of all your keywords.

A **search query** is a word or phrase a person types into a search engine and you hope that the results will show your product or service. You can't possibly think of all of the keywords people are searching for in relation to your business, spelling mistakes they might make, or if they use local words to describe what they need. So, Google will bridge the gap between your keyword and what the person actually typed into the search box to show your ads. This is called match type.

For example, you might have the keyword "holidays in New York" in your campaign but the searcher types in "vacations in New York". In this case, Google will bridge the gap and link this search query "Vacations in Queens" to your keyword "holidays in New York" and show your ads. Match type allows you to reach more searchers and potential customers without having to think of every possible search term that people are using - this would be impossible.

So to begin, you will need to choose keywords that relate to your products – its benefits and consumer needs. Then you can expand the reach of these keywords with your match type settings. To really maximize your paid search performance, you can have different bids and landing pages for different keywords in your account.

There are three positive keyword match types. These are:

-  Exact match
-  Phrase match
-  Broad match

A match type is the setting that allows you to widen or narrow the reach of your ad's visibility. When you test different match types, it will help you to save time and money and also optimize your reach to the right target audiences.

Let's look at each of the three keyword match types.

[hotel New York] this is an **exact match** keyword as it is defined by square brackets. As the name suggests, this keyword will serve search ads only if the searcher types hotel New York into Google. The search query has to be almost exactly the same as the keyword in your campaign. If there is a minor misspelling it might also show, so it's not a 100% exact match. Exact match is reasonably cheap compared to other match types, and it's precise.

"hotel New York" is a **phrase match**, as noted by the quotation marks. This keyword will serve search ads only if the searcher includes words before or after hotel New York, such as, "best hotel New York city". By allowing ads to serve when someone types in "best" and "city", Google has expanded the reach of your keywords. Note: for Phrase match, the core search query has to be input in the exact same order as the keyword. Phrase match expands your reach more than exact match.

hotel New York, with no symbols before any of the words, is a **broad match**. This is the default match type that allows for the largest reach. By using searcher history and the meaning of relative words and phrases Google can match user search queries from a wide range of searches. So,

“accommodation in Queens” would be a broad match. It does not contain “hotel” but Google knows that ‘hotel’ is a type of accommodation and that ‘Queens’ is a borough of New York so searchers will use these words interchangeably.

Negative match types are used as a way to ensure you don’t serve for certain searches as they might drive poor return on investment (ROI) or reflect poorly on the brand. Common negative keywords are “free” and “jobs”. For example, a company selling Sony products would not want to get clicks from people looking for “Sony jobs” or “free Sony products”. Unless you are advertising free products or job listings, these are good keywords to add to your negative list. You can then build out your negative keyword list based on what you know about your product and consumers.

If you build your negative keyword lists carefully, it will help reduce costs, increase CTR by cutting out irrelevant searches and improving conversion rates. Ultimately making your paid search activity much more effective.

Ad Groups

Ad Groups are groupings of your keywords into similar themes. This is how you organize keyword lists.

Keywords lists are gathered together into Ad Groups and you create ads for that keyword list.

You should group your keywords together by theme and store that list in one Ad Group. For example, all “Sharp TV” keywords in one Ad Group and all “Sony TV” keywords in another Ad Group.

Your **budget** is the amount of money you are willing to spend on your campaign each day. You set budgets on a campaign level so it’s important to identify your top performing campaigns and give them a higher budget than poorly performing campaigns.

A bid is the amount you are willing to pay for on click. This can be controlled automatically using AI and machine learning. This is known as automated bidding and it is the default option when setting up a campaign. Alternatively, you can choose to set bids manually yourself. This can take time to manage if you have hundreds or thousands of keywords, and might not deliver results as good as automated bidding. However, if you choose manual bidding, you can set bids for individual keywords or for Keywords lists (Ad Groups).

When you set a bid, you are telling Google the most you are willing to pay for a click. You can appear higher on the search results page if you set higher bids. If you have a high quality score, you don’t have to set your bids as high to appear higher up on the page.

If you test different automated bid types or manual bid levels for your keywords or keywords lists (Ad Groups), that can help optimize the price you pay for traffic and help you get the most out of your media spend.

Ad text is the exact text that will appear after someone searches. There are character limits for headlines and descriptions in your PPC ads. As you’re writing the text, Google Ads will let you know if you go over the limit. The challenge is to get all of your most important messaging into the ad and stay below the character limit, so you might have to reword your ad a few times to get everything to fit.

Ads are linked to Ad Groups, which means that several keywords in the list can show in the same ad. This is why it is really important to ensure all the keywords in your lists have a similar theme.

When an ad is displayed on a search results page, you say that an ad has been “served”.

Well-written ads will improve the searcher’s experience with your brand, it will help drive more clicks and can increase conversions by directing searchers with a CTA, for example, "sale ends Sunday, buy today!"

Ad extensions provide context. They will help explain the nature and variety of your products or services before visitors actually click through to your site.

Extensions create more reasons to click your ad, which leads to improved visibility and improved CTR. Ad Extensions add elements like phone numbers, map listings, and quick links to your page or website to your PPC ads. These enhancements increase the size of the ad on screen and make it more likely to be clicked by the searcher. When you use ad extensions, they can actually reduce the amount you pay for a click, as Google can reward you for putting effort into creating good PPC ads by increasing your quality score. With a higher likelihood of clicks and potentially lower costs, there are only good reasons to use ad extensions.

Have a look at the different types of ad extensions available to you and choose the most appropriate one for your own or your client’s business objectives.

KEYWORD RESEARCH

What is it?

Keyword research is the process by which lists of keywords relating to a product or service are created using tools like the Google Keyword Planner.

What are the differences between PPC and SEO?

- PPC focuses on driving search traffic with direct commercial intent. While SEO will also have a commercial aspect, it can also focus on non-commercial, research-based search queries that can result in conversions over time.
- Organic results can take longer to optimize and feature more structured data points like the knowledge graph and other rich snippets or cards. They always appear below paid search results.
- Organic search results are created automatically from your site content and other factors like links to your page and the user's search history, while paid search results are created from a list of specific keywords.
- Having an optimized paid and organic experience drives incremental improvements across both channels as your brand will feature more heavily on the search engine results page (SERP) which gives consumers more avenues to click through to your website.

Benefits of Google Keyword Planner

- It gives more structured research options
- It reveals Keyword Volume Trends, which is useful for seasonal products or industries
- It suggests new keyword ideas based on historical, current and emerging search trends

Keyword Research for Paid Search Campaigns

The Google Keyword Planner is the first place to start when conducting keyword research for paid search campaigns. This is an efficient keyword suggestion tool built into Google Ads where advertisers can input some initial keywords and Google will use these as a basis to provide a list of related keywords which advertisers can use as they see fit.

You can build out modifiers in Excel in the keyword planner itself, but Excel is an easier and more efficient way to add modifiers to your keyword lists.

WALKTHROUGH: GOOGLE ADS KEYWORD PLANNER

In Google Ads, you can look for keywords using Google's keyword tool.

- In the Tools area, under Planning, select **Keyword Planner**
- Select **Discover new keywords**
- Enter your location, language, and one or two seed keywords
- Click **Get results**
- Click **Download keyword ideas** and choose to export them as a .CSV file
- Open the report in Excel
- Remove the first two rows
- Insert a new column called Ad Group
- Filter the list of keywords to categorize them into different groupings
- Add an appropriate ad group name in the Ad Group column for each category of keywords
- Refine the list as much as possible
- Sort the minimum and maximum search volumes from largest to smallest, to identify high-volume keywords
- Mark the corresponding ad groups as 'high volume', and be sure to give them special attention

CAMPAIGN CREATION

The process of campaign creation is the same for both B2B and B2C organizations, but it's important to choose a campaign objective that relates to your specific type of business goals.

The key settings of a search campaign are:

- Name
- Location
- Language
- Daily Budget

To begin creating a campaign in Google Ads, you need to **click the 'plus' button** that is on a campaign level, and choose your campaign objective, for example, sales, leads, traffic and so on. eCommerce sales are typically B2C but if you are a B2B organization that has an eCommerce function, you can choose the sales objective.

Next, you can **choose to create a Search campaign**.

Uncheck the Display network box. It is recommended that you don't include the Display Network in your search campaign as you will get mixed results. So always uncheck this option.

Select the location and language you want to target. It doesn't have to be at country level. It can go down to city level or even very specific location. Likewise, the language your user speaks will be fundamental to how they interact with your website. You don't want to target ads at people who don't speak the language of your website – they simply won't understand your site.

Choose your bid strategy from a drop-down menu. It is best to start with the recommended bid strategy that Google automatically suggests for you. You can always optimize it at a later time.

Set your daily budget. When it comes to budgeting, it's smart to start off with small amounts to test things and then grow it if you see positive results. You will find that some days it spends a little bit more, some days a little bit less; but over the month, it spends broadly 30 times what that daily budget is.

When you have set all these options, **hit save, and create your campaign.**

Create an Ad Group

As you set up your campaign, you will be asked to create your first ad group.

Name your ad group and enter your keyword list. You can add your list by manually typing it in or you can paste it from a keyword planner.

The next step is to **write an ad that relates to your keyword list**, includes your brand name, and also has elements that will really appeal to the searcher. These could be offers or benefits. Make sure it also has a CTA to help drive action after the searcher clicks on it. You can add variations of the ad copy as you see fit. In fact, it's recommended that you always do 3 ad variations per ad group.

Click **Save to set your campaign live.**

Include Ad Extensions

Now that your campaign has been created, it's time to consider including ad extensions.

Ad Extensions are found in the Extensions tab and can be added at the campaign or ad group level by choosing the extension from the list available and pressing the plus-extension button.

There are a number of ad extensions available to marketers, which can enhance the ad detail that a searcher will see. Some commonly used extensions include:

- Adding your phone number which someone can dial directly from a mobile device or manually following desktop searches.
- Sitelinks are clickable links which appear below your ad and take searchers to different parts of your website like product catalogue, about us, blog or contact pages.
- Call out extensions are non-clickable pieces of copy which appear below the ad description.
- Location extensions link your location from Google maps to Google Ads and these are particularly impactful on mobile as people search in real time for directions.
- New Ad Extensions are being added all the time. Take a look at the list available to you now and decide which ones you'd like to use.

Why should you use ad extensions?

Creating high-quality ads is the first step but ad extensions can really improve their performance. On a practical level they drive clicks and phone calls but they also improve the search experience by enhancing the ads with additional trust signals. This can drive higher CTR and lower CPCs as the ad quality score increases.

Structuring your account helps you to manage performance and spend. You can use a few different methods to structure your account:

- Structure a Google Ads account from the ground up by organizing keyword lists into campaigns and ad groups.
- Group keywords by theme into ad groups. This allows for more efficient management of keywords.
- Ad copy is set on a keyword level so one ad can service multiple keywords.
- When keywords share a common theme (like New York hotels), then a shared ad works effectively by delivering a relevant response to multiple search queries.
- Just as keywords are organized thematically into ad groups, ad groups are organized into similar theme campaigns.
- Organize keywords and ad groups by search volume into high and low volume campaigns to help your daily budget.

WALKTHROUGH: SETTING UP A GOOGLE ADS CAMPAIGN

To set up a Google Ads campaign, follow these key steps:

- In the **Campaigns** tab, click the blue Add button and select **New campaign**
- Select a campaign goal, for example **Sales**
- Select a campaign type, for example **Search**
- Select the ways you'd like to reach your goal
- Click **Continue**
- Name your campaign
- In **Networks**, uncheck **Include Google Display Network**, to avoid mixing search and display activity together in the same campaign
- Choose your target location
- Choose your target language
- Define your budget and bidding strategy
- Click **Save and continue**
- Set up an ad group (keyword list)
- Click **Save and continue**
- Create ads by entering a display URL and adding headlines and descriptions
- Click **Done**, then **Save and continue**
- In **Ad groups**, click on the blue Add button to set up a new ad group
- Continue adding ad groups until all ad groups for your campaign are included
- In **Ads & extensions**, in the **Extensions** section, click the blue Add button

- Add **sitelink extensions, callout extensions, structured snippet extensions, call extensions**, and any other ad extensions that may be appropriate, to enhance your ads
- Click **Save**
- In **Keywords**, go to **Negative keywords**, and click the blue Add button to add negative keywords at a campaign or ad group level
- Click **Save**

NOTES

LESSON 3: MANAGING A PAID SEARCH CAMPAIGN

BUDGET MANAGEMENT

Set a budget to manage spend

Budget management determines what we are willing to spend. This is what a particular campaign or indeed, a particular group of campaigns within an account will spend in a day multiplied over 30 days to see the aggregate spend for the month itself. When you are assigned a marketing budget, you have to know what percentage of the marketing budget you want to give to different campaigns.

And the way you understand that is based on what that campaign does. So, is it a campaign that converts quite readily like a brand search campaign, or a high-volume generic campaign, is it a long-tail keyword campaign? What exactly is it? Understanding how to allocate your budget is essential to knowing what is the best way to optimize your daily spend.

So that structure we talked about previously will determine how you allocate your budget and from time to time, you will hit budget ceilings which means that you could spend more, but because your budget is capped at a certain level, you don't. These campaigns are limited by budget. This means that the daily spend is too low based on the interest that users are expressing for those particular keywords.

Manage daily spend

As a means of understanding your daily budget is just think of it as the maximum your campaign can spend in a day and then aggregate it over 30 days. I have mentioned previously putting high-volume keywords in campaigns separate to low-volume keywords.

So, keywords that get a lot of traffic will spend a lot of money. You might want to group those keywords that spend a lot of money in campaigns that are high traffic campaigns. And keywords that spend less money because they have less search volume, less search interest in traffic, they will spend a lot less. So, because you don't want them sharing the same budget, you can separate them out and that is a good optimization tactic and a very good way to consider your budget management strategy as part of your process.

Use budget trackers

This is very important for anyone that is managing clients. Your client will assign you a budget, and that is the budget you can spend. You can't spend any more than that, so you should keep track of your budget. So in a very simple format using something like Microsoft Excel or Google Docs or something, you can create pretty much a tabular budget tracker that shows your total budget which is the amount of budget that that particular campaign is allowed to spend, you know.

Total Budget	% Budget Share	Spend	% Spent	Budget Remaining
€17,195.83	32.83%	€17,349.15	100.89%	-€153.32
€20,500.00	39.14%	€20,145.57	98.27%	€354.43
€13,682.66	26.12%	€13,651.37	99.77%	€31.29
€1,001.51	1.91%	€1,001.51	100.00%	€0.00

Then, I have in this example, budget share, which shows you the percentage of that campaign's budget versus the entire budget, so you can see that in the first row, we've got a campaign that has a budget of €17,000. This is 32% of the entire budget for all your campaigns, and the next one is €20,000 which is 39%, etc.

You can just work that out and understand I want to give 15% of my budget to those research keywords at the start of the buyer process, or I want to give 60% of my budget to those purchase keywords at the end of the process because I know these are the most valuable ones. These are the ones that we can see a direct ROI on, so I might want to spend a little bit more on them.

So, budget share is a good way of understanding how to allocate your budget. The next column we have here is spend. This is what you've spent to date. So, you can see in the first row, that campaign has overspent its budget. It has overspent its budget by €152, €153. The next campaign down has underspent its budget by €354.

It has spent €20,145 of a budget of €20,500, so there is a carryover there. And by using a very simple methodology like this, it allows you to kind of either move budget around, if there's an overspend or indeed an underspend, and just make sure on an aggregate level, on a combined level, you don't exceed the budget that you've been allocated by your client, or indeed by your company or marketing director.

How can forecasting be used to estimate performance?

- You can estimate how much a campaign will spend by looking at impressions and CTR to estimate number of clicks. If you multiply your estimated clicks by your CPC, you will be able to forecast a cost.
- Forecast and use metrics to measure business goals to see how much to spend.
- Use daily budgets on a campaign level and ad delivery options to help achieve business goals, set bids to drive traffic and spend the budget.
- CPCs are set on keyword level, that is, specific bids for individual keywords, or at ad group level, that is, using the same bid for all keywords in an ad group.
- You can use metrics like conversion rate to determine the number of clicks you need to drive a conversion.
- Then using CPC, you can estimate the cost of those clicks and overall budget required. This can forecast an estimated ROI.

BIDDING

The bid auction

How do we actually pay for clicks? What does Google do to decide how we pay for a click? Well, the starting point of that is the bid auction. A bid auction is when all the different advertisers who are bidding and competing for clicks are piled into Google's black box system. There, a number of factors determine what the actual cost per click will be. These include the maximum cost per click, or CPC, the advertiser has set, the quality score of the advertiser, the perceived relevance of their ads, their ad rank, and so on.

When a click occurs, Google assigns a charge to the advertiser based on these factors and that is, ultimately, what you will pay. It may not be as high as your maximum CPC bid or it may be slightly

higher, depending on different factors within the system. But it's rarely much higher than what you said you were willing to pay.

There are two options to pay for clicks on Google:

- Automated Bidding
- Manual CPC

Automated bidding uses AI to drive as much value from the daily budget to help achieve your goals. It is a more efficient bid type in terms of time investment and ongoing optimization. This is the default bid type when setting up a Google Ads campaign.

Ad Rank and Quality Score

Ad Rank and Quality Score are two internal Google Ads metrics that will affect final cost per click.

Ad Rank is ultimately where you appear on the page. Your ad rank is decided when you multiply your quality score by your maximum CPC bid.

Quality Score is a measurement of how relevant and how good your ad and keyword combinations are versus what Google thinks your audience is looking for.

The main factors that determine a quality score are:

- Your bid (or what you're willing to pay)
- The perceived CTR of your ad
- Your landing page relevance

There are a number of other factors, too, but these are the most important. You generally have a Quality Score of between one and ten. Ten, obviously, is the best, and one is the worst. Broadly, if you have Quality Scores of seven or above, they're good.

Pay per click

Bids are set at the maximum you are willing to pay for a click in the bid auction. Sometimes you'll pay a little more or less than your maximum bid.

This is because when an ad enters the bid auction, a number of factors are taken into account in order to serve the ad:

- **The maximum CPC of competitors bidding on one keyword:** This is the most influential factor, how high an advertiser is willing to pay for a click. The number of advertisers competing for a keyword drives up the price paid for a click in relation to their max CPC bid. This will vary across verticals and seasonality.
- **Your Quality Score for that keyword versus your competition:** If an advertiser has a good Quality Score, they pay less for a click than a competitor with a lower Quality Score. This is because Google rewards advertisers with good Quality Scores.
- **Estimated CTR:** This is determined by Google.
- **Landing page relevance:** This is the relevance of your landing page to the search term and ad (as determined by Google).

It's important to align keywords, ads, and landing pages when determining how much you'll pay for a click.

Landing page considerations

There are other considerations for how Google rates your landing page when deciding on Quality Score. This is calculated by Google Ads using a number of key indicators, such as:

- ↗ Relevance to keywords and ads
- ↗ Language
- ↗ Device optimization
- ↗ Speed

Keep in mind that you implement and control the quality and effectiveness of the CTAs and conversion actions on the landing page.

Reduce CPC

We can aim to reduce CPC by increasing or optimizing the Quality Score of our ads. Optimizing for Quality Score is the overarching consideration for any kind of bid strategy.

Write better ads

The way to improve on Quality Score is, obviously, to write better ads. Give a better ad experience. Give a better answer to the question that the person is asking the search engine. If we have high Quality Score ads, we could essentially be paying less for a click than a competitor with a lower Quality Score. So that gives us a competitive advantage, because we can generate more clicks, for less.

Improve landing page

Improve your landing page, if that's an issue. If your landing page doesn't deliver on the promise of your search ad, then you're letting people down. You're saying one thing when they click and showing them a different experience when they land.

Add negative keywords

Add more negative keywords to cut out irrelevant searches that just muddy the water and make your ads less relevant to what people are looking for. The more negative keywords you add, the more precise your ad experience and your search experience will be.

Test bid strategies

Also, test bid strategies and thresholds. Is it manual CPC? Is it optimized for conversions? Is it target ROAS? What exactly is it?

Testing, testing, and more testing is the way to proceed when it comes to any kind of Quality Score optimization. To give you an idea of where you should be bidding and what different bid levels and

bid thresholds can do for your keywords, there is an automated tool available in Google called the Bid Simulator.

WALKTHROUGH: GOOGLE ADS BID SIMULATOR

In Google Ads, when you're using automated bidding, you need to manage your budget. The Google Ads bid and budget simulator tool can help you do this.

- In the **Campaigns** tab, click the **Budget explorer** icon in the **Budget** column for a given campaign
- The tool shows you what a change in budget will result in, in terms of clicks, conversions, and costs
- This helps you estimate the return you might get from additional spend when using the automated bidding feature

WALKTHROUGH: MAKING BID ADJUSTMENTS

In Google Ads, if you want to increase or decrease your visibility for certain locations, audiences, or devices, you can use bid adjustments. To do this:

- Click the appropriate tab in the left-side menu (for example, **Locations**, **Audiences**, **Demographics**, **Devices**), depending on the type of bid adjustment you want to make
- Click the edit icon in the **Bid adj.** column for a given campaign
- Increase or decrease your bid by a given percent
- Exclude a location, audience, demographic or device by decreasing that bid by 100%

CAMPAIGN OPTIMIZATION

Bid adjustment steps

Bid adjustments are part of the campaign optimization process. You can set automatic bid adjustments for devices, demographics, remarketing lists, and locations.

Searchers might research on a phone but convert on a desktop computer. You can set automatic bid changes (increases or decreases) for these devices; in other words, increase the bid by 10% if they are on a mobile device or decrease the bid by 15% if the searcher is a man aged 55 or over. Setting bid adjustments allows you to increase visibility for your most valuable customers and reduce exposure on lower-value searches.

Location targeting

Location targeting helps you show your ads to customers in a selected geographic location.

You should perform location targeting in paid search campaigns for the following reasons.

- **Selective targeting:** Targeting by location allows you to only target territories where your consumers are located or where you would like to expand into.
- **Customized campaigns:** You can select your locations, increase bids automatically for high-value locations, or exclude certain locations from your campaigns.
- **Performance enhancement:** Location targeting also enhances performance and ROI by only showing ads to people in areas where you do business.

Optimize for locations

So, if your core audience or highest value customers are based in the UK, you can tell Google you're willing to pay 20% more for traffic from the UK than traffic from Belgium or another country, for example. This should help you secure traffic from high-value locations.

Optimize for devices

To optimize for devices, navigate to the Devices tab on the left-hand menu, and add a percentage bid to a device. This type of bid modifier increases or decreases your max CPC bid by a percentage in the search using a mobile or desktop device.

Why bid on devices?

If you find that the majority of your valuable traffic, your converting traffic, comes from desktop devices, you might want to increase bids for desktop by 10%. If you find that mobile doesn't convert, you might reduce that bid by 15%. So you pay less for mobile and you pay more for desktop traffic.

Testing can help you understand whether you want to pay more for desktop, less for mobile, and slightly more for tablet, for example. Remember that when people are searching, their searches might lead to conversions. So it's important to find the balance between mobile and desktop traffic, or conversion and research traffic. Both are valuable, and work in unison to drive results.

Remarketing Lists for Search Ads (RLSA)

What are Remarketing Lists for Search Ads (RLSA)? This is a way to set a higher bid for past visitors as they have already been exposed to your brand and could be more valuable. So, you are likely to be more visible to people who have already been on your site and engaged with your brand.

Why schedule ads?

You could discover that lunchtime on Monday is a valuable period, as people do a lot of converting at that time. Therefore, you might say to Google, "Between 1pm and 2pm on Mondays, increase our bids for everything by 10%".

You might also find that 4am on Thursdays is a very low conversion time, as you would expect. So you could reduce your bids at that point. Depending on the flow of your valuable traffic, you can set your ad schedule to turn completely off at certain times, or to increase or decrease bids based on the value of a particular time period.

Scheduling ads

Ad scheduling or dayparting is where you tell Google that you want your campaign to show only at certain times of the day. Or, you may want the campaign to show at all points of the day, and to increase your bids at certain times.

- You can set times when your ads are active throughout the week and pause activity automatically at certain times of the week.
- Ad Scheduling can be set using the Ad Schedule tab for a campaign.

Searchers sometimes convert at peak times, by looking at conversion times over a number of weeks or months you might be able to spot trends. You can then focus your activity around conversion hot spots and test this on overall conversions.

Sometime searchers are researching before they convert so it's important to test ad scheduling.

Google Ads Editor

When optimizing campaigns, there are lots of moving parts. How can you manage all of it? Google has created a tool called Google Ads Editor, which can really help. It's a piece of software that's free to download. It installs itself onto your computer and allows you to make bulk changes to Google Ads accounts in an offline environment.

Benefits of Google Ads Editor

Google Ads Editor enables you to make mass changes quickly. It provides a concise view of all of your campaigns. It can make thousands of changes to your account in a very short time. It allows you to bulk edit campaigns. And because changes are made offline, you can apply them when you are ready, which means you can check your work to ensure there are no mistakes. Some of its features include mass bid updates, pause or activate keywords, ad group, campaigns or ads, add new ads, add negative keyword lists, and add bid modifiers for locations and devices.

WALKTHROUGH: GOOGLE ADS EDITOR

You can use Google Ads Editor to manage all of your Google Ads accounts offline.

- Download Google Ads Editor
- Go to the **Accounts** area
- Click the **Add** button and add your account
- Follow the instructions to link Google Ads Editor to your account
- Sync Google Ads Editor to your account by clicking **Get recent changes**
- Choose the sync type
- Choose campaigns to download
- Your chosen campaign and associated ad groups and keywords will appear in Google Ads Editor
- Review your campaign and make any necessary changes
- Click **Post** to push any changes live

NOTES

LESSON 4: MEASURING A PAID SEARCH CAMPAIGN

PAID SEARCH KPIS AND CONVERSION TRACKING

Key Performance Indicators (KPIs)

KPIs should reflect your business goals and how they can be achieved online. KPIs for measuring the success of your search campaign include conversion traffic, awareness, and brand impressions. There are three key performance indicators (KPIs) you need to monitor:

Conversions

Conversions are those valuable actions that users take on your site like buying something or filling in a form. The success can be measured in the number of conversions generated at a particular cost. This determines your ROI, and campaign KPIs can be set around, generally, conversions because they are the closest thing to aligning search with the business objective that we can find. Conversions are a really important metric to consider.

Awareness

Now, another key performance indicator that we can use to measure the success of a campaign would be something like awareness. So, if we do a lot of wider searches, broad searches, do we get our brand name out there? Can that be attributed to things like increases, then, in brand searches?

Brand impressions

Brand searches where a searcher is looking for your brand name are low cost and high conversion. However, for the majority of businesses, brand impressions and clicks tend to be lower than generic searches. So driving higher levels of brand searches, that remember are low cost and high conversion should be a goal of all organizations.

Conversion tracking

We're going to begin in our campaign measurement section with conversion tracking. Conversion tracking shows you what happens after a customer clicks on your ad. It is a means to measure valuable actions like sales or leads generated on your site following a click.

So what type of conversion are you going to measure?

- Is it the number of **leads** you've generated?
- Is it the number of **purchases** that have gone through the website from a click?
- Is it number of **phone calls** that were generated through Google Ads?
- Is it number of app **downloads**?

So, you need to understand what a conversion is. What is that valuable action that can be taken on the site that you can measure? Can you then link back to or attribute to a click and therefore a cost, because you know what the cost of that click was?

Add conversion tracking

With website conversions, you add a piece of code to what's called the "thank you" page or, if it's an ecommerce transaction, to the purchase complete page. Every time that page shows, the code is loaded and once the code is loaded, that sends a signal back to Google Ads that has all the details

around what click drove that particular action, you know, the time, the location, all of those different campaign settings.

Remember, this page is only ever displayed after conversion. So every time the thank-you page is shown the tracking code that's on that page pings Google a notification that a conversion has happened and you can see what keyword, what campaign drove that conversion.

You can find and create your Google Ads conversion tracking code in the tools menu of Google ads under 'conversions'. The other way to track conversions is to import goals or e-commerce transactions from something like Google Analytics into Google Ads.

This is the recommended way of adding conversions to Google Ads as there can be a discrepancy between the numbers when using the Google Ads website tag versus what Google Analytics says.

WALKTHROUGH: GOOGLE ADS CONVERSION TRACKING

In Google Ads, you can use conversion tracking to track the valuable actions that people take on your site.

- Click into a campaign
- In the **Tools** area, in the **Measurement** section, choose **Conversions**
- Click the blue Add button to create a conversion
- Select the kind of conversions you want to track:
 - Track actions on your website
 - Track actions on your app
 - Track calls from your ads or website
 - Import data from Google Analytics or another source
- It is recommended that you import conversions from Google Analytics
- If you opt to track actions on your website, you create a conversion action – for example a contact request – and then install the associated tag on your website

PAID SEARCH METRICS AND REPORTS

Measuring the success of your campaign

Campaign measurement can go beyond pure conversion tracking. You can use a number of metrics to measure the success of your campaign:

- **Impression:** The number of times an ad is served to audiences
- **Click:** How often an ad is clicked
- **Cost per click (CPC):** The actual price paid for each click in a PPC campaign
- **Click-through rate (CTR):** The percentage number of impressions that lead to a click
- **Cost per impression (CPM):** The cost of serving a batch of 1,000 impressions
- **Cost per acquisition (CPA):** How much it costs in PPC advertising media spend to generate a sale or conversion
- **Conversion:** An action that an advertiser has defined as valuable on a website, such as purchase or contact form completion

- **Conversion rate:** The percentage number of clicks that turned into conversions
- **Cost per conversion:** The total cost of generating traffic divided by the total number of conversions
- **Impression share:** The number of impressions received divided by the estimated number of impressions that were available
- **Click/Impression assisted conversions:** The number of conversions that were assisted by a particular campaign, ad group, or keyword
- **Quality score:** An estimate of how relevant your ads, keywords, and landing page are to a person seeing your ad

Add filters to understand metrics

Use filters to analyze your metrics. By using filters, you can home in on certain metrics and measure their success. Then you can make optimization decisions.

You can run metrics reports in Google Ads on multiple levels – including campaigns, ad groups, and keywords – to measure the success of your search campaigns. You can export these reports, manipulate the data, add graphs, and so on. Simply select the level of report you want from the menu and download the report.

Add segments to metric reports

You can add segments to metric reports to give extra granularity to your reporting and to segment your view. Add additional data to your report by clicking Add Segment.

You can segment the data by conversion type/name and time (day, week, month, or quarter, and so on) for additional insights. A segment could, for example, give you the ability to look at the daily performance of your Google Ads account. However, this may generate a huge amount of data, which can be difficult to analyze in Excel. So, it may be easier to analyze the information in a pivot table.

WALKTHROUGH: REPORTING, METRICS, AND PIVOT TABLES

You can use Google Ads to report on campaign performance. When creating reports, you can do the following:

Modify columns

- Move, remove, and adjust the columns in your report
- In the **Columns** area, click **Modify columns**
- Choose from the various modification options available
- Reorder your columns as required
- Save your new column set

Add segments

- Add different segments to your report, to segment your data
- Click into the **Segment** area to do this

Add filters

- Add filters to your report, so you only see specific data: for example, campaigns that are driving more than five conversions
- Click **Add Filter** to add filters

Download into Excel

- Click **Download** to download your report into Excel
- Click **More options** to add more options, such as a segment, to your Excel report and to further refine it

Create a Pivot Table

- To make large amounts of Excel data easier to analyze, you can create a Pivot Table
- Select all data in the Excel sheet, including the header rows
- Click **Insert** and choose **Pivot Table**, then click **OK**
- Choose fields to add to your report
- Drag fields into the **Filters**, **Columns**, **Rows**, and **Values** areas

ADVANCED MEASUREMENT

Why link your Google Ads account with Google Analytics?

You'll be better able to do the following:

- Enhance your reporting with detailed website engagement.
- See how paid search channels perform against other channels.
- Measure Return On Ad Spend for ecommerce clients.
- Get a deeper understanding of what searchers do post-click.

To link Google Ads to Google Analytics using Google Analytics:

- Sign in to both Google Ads and Analytics.
- Navigate to the admin tab in Google Ads.
- Choose Google Ads linking from the property level options list and select the accounts or manager

Access Google Analytics through Google Ads

When you're linked, you can use the shortcut to Google Analytics in the Ads Tools tab to access your analytics data. So, you can quickly jump from one interface to the other and start measuring different aspects of your Google Ads campaigns.

View Google Ads Data in Google Analytics

To see your Google Ads cost, click and impression data, navigate to the Acquisition tab in Google Analytics, and choose the Google Ads menu. In this menu you can see the linked accounts in your manager account, campaigns, site links, keywords, and search queries, segmented by hour of day.

You can further segment your data by adding a secondary dimension to the report to see how each keyword does against other data points such as device type, date, month, and so on. This view gives you detailed website engagement, goal conversion, ecommerce, and click data – all in one Google Ads view. Remember, this is a reporting view only.

You can't make any changes to Google Ads campaigns from Google Analytics. It's for viewing Google Ads metrics only.

WALKTHROUGH: LINKING TOOLS TO GOOGLE ADS

You can link Google Analytics, and other tools, to Google Ads:

- In the **Settings & Billing** area, select **Linked accounts**
- A list of linked accounts appears. For example:
 - Google Analytics
 - Google Merchant Center
 - Google Search Console
 - YouTube
- Click the **Details** button beside the tool you want to link
- Follow the instructions to link the tool to Google Ads

NOTES

LESSON 5: THE ART OF PERSUASION

BASIC PERSUASION SKILLS

The importance of being persuasive

Being persuasive is a valuable asset. You may have heard the phrase "People buy people". You might think it sounds like a cliché, but it is also very accurate. After all, if people like and trust you, they will listen to you, follow your advice, and accept your explanations.

You can enhance your persuasive skills by understanding and harnessing your own personal power and skill set. Remember, for example, you have accumulated a great amount of knowledge of your role and sector. You hold opinions gained through your experience. Do *not* put yourself down by forgetting this!

Human behaviors

When trying to persuade people, remember that, basically, there are three human behaviors:

- Aggressive
- Passive
- Assertive

Aggressive people aim to satisfy their own needs, never those of others. Passive people, on the other hand, meet other people's needs, but rarely their own. And finally, assertive people feel good about themselves and help others to feel good too.

Passive

We can dig into these a bit more by thinking about examples of these behaviors in action.

Passive people are usually afraid to speak up and, instead, agree with others, despite their own feelings. They often speak softly, slouch, and withdraw. They might even isolate themselves from groups.

Aggressive

Aggressive people tend to interrupt and 'talk over' others, speaking loudly. They usually stand rigidly, crossing their arms and invading others' personal space. They often try to control groups. Also, they consider their own feelings ahead of other people's feelings.

Assertive

Assertive people usually speak openly and use a conversational tone. They tend to relax and adopt an open posture and expressions. They like to participate in groups and keep to the point. They are good at seeing the other person's point of view.

Generally, we prefer to deal with assertive people. The assertive personality is the best one for persuasion. By practicing assertiveness skills, you can learn how to discuss, argue, and negotiate. You will then find that your persuasion skills are vastly improved too!

Being persuasive

So, how can you actually be persuasive in your day-to-day interactions?

- **Be assertive from the outset.** Clearly define and state your needs or expectations, by using 'I' statements instead of 'you' statements. When you have to, say 'no' respectfully and always give a reason for doing so.
- **Consider the actual language you use.** For example, you could say "This might be a good way of proceeding, let me explain why" instead of "You should do this."
- **Ensure your facial expressions and body language match your message.** Otherwise, people will question your honesty!
- **Be honest about potential barriers to you persuading someone.** Your recipients may have differences in perception or just poor listening skills. They may have a tendency to jump to conclusions or use stereotypes. Also consider their level of knowledge, possible lack of interest, lack of confidence, or difficulties with self-expression.
- **Make sure you take into account the whole situation.** Are emotions running high? Are powerful personalities clashing? Perhaps there are time constraints, or language and cultural differences.
- **Keep all parties well-informed and be truthful.** If you want to succeed at effective persuasion, even when the news is bad. A simple persuasion tool in getting faster buy-in is *not* to ask people what it is that they should be doing. Asking this can lead to varying answers at varying levels of understanding, and also possible confusion.
- **Pose your own specific questions,** so as to gain your own specific answers. Ideally, propose a selection of ideas yourself and then have people or stakeholders choose from your selection.

Persuasion in action

Let's consider some examples. Suppose you notice another person and compliment them on their clothing, ability, skill, or something else. You are making the effort and it is usually well received. That's all good!

But have you considered how you should react when you *receive* a compliment? Actually, most people get this wrong. When complimented, most recipients tend to refute the compliment. For example, someone might say to you, "I love your coat! It is a lovely color and it really suits you." And you might reply, "Oh, this old thing? I found it at the back of the wardrobe. And it's not really that nice of a color."

Now, what's gone wrong here? When someone offers you a compliment, they are sharing a personal belief with you. They are telling you what they think. And if you brush off the compliment, you ruin the sentiment, by telling them that they are wrong. This response can cause a communications disconnect. It makes the exchange uncomfortable, and could even be seen as being rude. It is far better to say a simple 'thank you' and accept the compliment.

Consider Oscar recipients. They never say, "Thank you, but you shouldn't have." Instead they say, "Thank you for believing in me and my work with this award." This assertive response persuades the 7,000 members of The Academy of Motion Picture Arts and Sciences to feel happy that they made the correct decision!

PERSUADING AN AUDIENCE

Suppose you are putting a proposal of some kind to an audience. It could be a sales pitch to customers or a project-briefing to peers. How can you persuade the audience to accept your proposal? Here are some effective techniques!

Grab their attention from the off

You might think it's good to begin by introducing your pitch or proposal with your own name, title, and that of your company. And this is all perfectly proper and polite, of course. But it's not effective at persuading an audience to listen to you! Grab the attention of your audience from the outset. Open with a surprising statistic or a thought-provoking anecdote, for example.

Equally important is the closing out of your pitch or proposal. Remember, the last thing you do or say is the first thing they will remember. So make it memorable! Link your closing 'grab' back to your opening 'grab'. You could do this by reminding the audience of the same sentence, or near enough, that you used at the beginning and close out with it. In this way, you link the start and finish neatly for your audience. Or you could close by reiterating the significance of your opening statistic or anecdote.

Listen actively

Remember that if people think you are trustworthy, you can be assertive and persuasive with them. And, conversely, if you are assertive and persuasive, you can become trustworthy.

So how do you achieve this? You can begin by actively listening to the audience members when they speak to you. View them with interest and curiosity. This will substantially increase the impact of your shared communications.

Active listening is a four-step process.

1. You must *truly listen* to the person speaking. You need to be physically seen to listen. You can do this using eye contact, for example, or keeping your face and torso in alignment, nodding your head, and using the occasional non-verbal 'uh-huh'.
2. Feed back the content, feeling, and your understanding of the person's words. This helps confirm to them that you have received and understood their message.
3. Speaking of confirming things, the third step is to confirm you heard the person correctly.
4. Ask a relevant follow-up question to further clarify your understanding of their situation.

Use pauses

Another effective technique is using pauses. Of course, you can use a logical or emotional approach, depending on your audience. But the action that will have the maximum impact is having the courage to pause.

Pause to give yourself the appearance of thinking about the answer to a question. Even if you already know the answer, pause for a few seconds to give your answer more weight. Also, you can pause after making an important point, and make eye contact with your audience while doing so.

How long should a pause be? Well, no shorter than two seconds and no longer than ten seconds, that's a good rule of thumb.

Be sincere and honest in all your communications

Bear in mind that the audience will almost certainly be aware of any deceit on your part, especially if they begin a question and answer session with you.

But how will they know you're being insincere? How does this work in practice? There's a very simple 'tell' that gives you away. Did you know that adult humans tend to glance to their right when creating a feeling or reassembling facts or thinking about something about which they are unsure? So, if you are unsure, you will do this involuntarily, and the more tuned-in members of your audience will be aware that there is something untoward or untruthful in your question responses! This, in turn, will obviously make you less persuasive.

MAXIMIZING THE IMPACT OF A PROPOSAL

How can you increase the impact of your proposals and pitches, and make it easier to win your audience over to your way of thinking? There are three very effective techniques:

- Triplication
- Copying VAK words and phrases
- Looking out for potential disconnects

Triplication

You can think of triplication as a way of linking the three corresponding parts of any pitch or proposal. These three parts are, of course, the beginning, middle, and end.

So let's first assume that every story has a beginning, a middle, and an end. And let's assume that the audience needs to know at all times whereabouts you are in the triplication of learning. Which one of the three parts are they in? It is up to you to guide them clearly and effectively at all times during your pitch or proposal.

You can help your audience remember what you say by using repetition. In other words, tell them, tell them what you told them, and then tell them again.

Copying VAK words and phrases

VAK stands for visual, auditory, or kinesthetic, and it refers to the words and phrases that people use. Noticing these words and phrases, you can learn to notice how someone is thinking.

Visual

Think of these as 'see' sensory phrases. Examples of these phrases are 'appears to me'; 'beyond a shadow of a doubt'; 'clear cut'; 'paint a picture'; and 'see to it'. Notice how all these phrases involve the use of sight?

Auditory

These are 'hear' sensory phrases. Examples of these include 'manner of speaking'; 'clear as a bell'; 'call on'; 'describe in detail'; and 'to tell the truth'. In this case, all the phrases revolve around how something sounds.

Kinesthetic

There are 'feel' sensory phrases. Examples of these include 'boils down to'; 'come to grips with'; 'firm foundations'; 'lay cards on the table'; and 'pull some strings'. In this case, notice how the dominant sense is touch.

VAK in action

So how does all this help you to persuade someone? Well, if you pay close attention to someone using VAK words or phrases, then you can copy their sensory phrases in your own speech. This will really ramp up the rapport between you. Note that you are not making them like you or agree with you. You are simply increasing the rapport between you. This should help to intensify your message, get your point across, and persuade them.

Look out for potential disconnects

It is not enough to simply listen to your audience. You also need to pay attention to the signals you are receiving from *their body language*. You could pay attention to the amount of eye contact you are (or are not) receiving, and the positions of your audience at rest. However, what you really need to be focusing your powers of observation on are potential disconnects.

A disconnect may occur when you are attempting to persuade an audience. It can take a number of forms. It can occur whenever there is resistance, disagreement, or even conflict about what you are saying. These reactions manifest themselves in a disconnect between you and your audience.

Spotting a disconnect

Consider what a disconnect might look like in practice. Suppose you are making a pitch to an audience. Up to now in your pitch, you believe that this audience has been fairly receptive to what it is you are attempting to persuade them to accept, buy, or consider. Everything seems to be going great!

At this stage, your audience is in something like a mini-trance, because they are comfortable and relaxed. However, outside of their immediate conscious attention, all of their senses are on a kind of hyper-alert. This is known as the 'Unconscious Radar Scan Effect.'

Their senses are scanning their surroundings, testing for safety, and ready for a perceived threat. If you deliver words of disconnect to your audience, your words will trigger in them the part of their brains called the amygdala. It instantly responds to a perceived threat with the instinctive 'fight or flight' response. This could result in a physical flinch or jump. It is this sudden physical movement that you should train yourself to take notice of.

If you are lucky, the physical reaction will be obvious. The person in the audience - or the entire audience - might throw up their arms and audibly blow air out of their cheeks. They might even stamp their feet loudly. But, let's face it, such an obvious reaction is highly unlikely!

Any physical reaction you notice will probably be much less obvious. For example, a slight movement in a chair as people sit more upright, or make themselves more comfortable, or push their chairs away from the table, are subtle reactions to look out for. Other signs include putting down a pen or, if standing, taking a small step backwards. You might simply notice someone raising an eyebrow. Or you might even hear a non-verbal sound, such as tutting, or a grunt.

The list is actually endless. The kind of reactions you will encounter all depend on the ingrained responses that are hard-wired into each person. You need to get tuned-in to different responses and to be aware of the mere suggestion of a physical movement among your audience.

Dealing with a disconnect

This is a chance to really impress your audience with your powers of perception! So halt your pitch and go back to the point of disconnect. Then ask your audience some clarifying questions and do your best to reassure them. This should help you to come across as both credible and persuasive.

OVERCOMING OBJECTIONS

When pitching a proposal, you may encounter two types of objections. The first type are excuses not to go ahead. And the second type are real objections or areas of mismatch. In fact, mismatch is often a better description because the objection may simply be a misunderstanding, or a request for more information.

Pre-handling

Both types of objection can be met and addressed by a technique called 'pre-handling', or handling the objection before it is even raised. Early in the pitch, you should pre-handle any objections you are likely to meet later on. Think of it as a pre-emptive strike. Suppose you pre-handle an excuse. The audience cannot then use that excuse at the end of your pitch. If it is a real objection, and you discover it early on, you know where you stand and what problem you have to solve.

A word of caution. Only pre-handle the *obvious* issues. Otherwise you are making things unnecessarily more difficult.

Pre-handling in action

When discussing a delivery date for a project, you could ask, "When do you want it delivered?" This pre-handles the excuse, "I won't need it for a few months yet, so let's put it on hold."

Suppose you are discussing a new product spec. You might say, "What exactly are you looking for?" This pre-handles the objection: "It's not quite what I'm looking for."

You might be worried about how the board of directors will react. So you could say, "Will you be making this decision alone?" This neatly pre-handles the objection, "I must put it before the board."

Perhaps the most difficult objections relate to price. Remember, people buy what they value. So, try to pre-handle objections about price by building up the audience's judgment of value. The higher you can build their opinion of the value and importance of their requirements early in the proposal, the easier it is for them to accept your cost, timeline, and so on later on. Perhaps the biggest mistake people make is trying to match price instead of selling superiority.

Knowledge and value

Handling and overcoming objections can be difficult. But remember that knowledge is power. Only if you have the necessary knowledge can you take and make decisions, and overcome objections.

Add value if you can – but do not give anything away that may cost you. Give away a service over a product if that is cost effective, or vice-versa.

Overcoming objectives in action

Also, try to find common ground. Consider this example. I was coaching a senior manager in one of the 'big four' professional services companies in Canary Wharf, in London. A potential client had been consulting all four of these companies seeking assistance to implement a new piece of robotic software. Three of those he approached told him it was an easy implementation, and that there would be a low-cost and a short timeframe.

However, the professional services company I was working for had told him it would be a difficult implementation due to technical issues that were solvable, but were going to be expensive and take twice the time-estimates that the other three companies predicted.

I was meeting my coaching client in the reception of her building when we bumped into the potential client as we walked onto the street. The potential client went straight away into the promises of low cost, no technical issues arising, and short timeframes that the other companies had been promising. My coaching client responded with the three elements of her original pitch: tech issues, costs, and timeframe.

She then paused and said, "My team and I will be with you every step of the way, even if we have to be in your building until 2:00 am!" The response she received was somewhat bemused, as the potential client was delighted at her assertive approach and her honest assessment of his situation.

And then she sealed the deal by saying, "And if it is 2:00 am, then we will buy the pizza!"

So I watched them both shake hands on a highly lucrative deal, because of finding common ground through the promise to buy a late-night pizza.

NOTES

